

EDITED TASK LISTING

CLASSIFICATION: Director, Television Communications Center (Supervisor)

NOTE: *Each position within this classification may perform some or all of these tasks.*

Task Statements	
1.	Consult with clients/management requesting video production services to determine how needs can best be met utilizing inter-personal skills and production experience in a cost effective manner.
2.	Develop television communication programs supportive of departmental goals, working closely with the requestor, using inter-personal communication skills and production experience to achieve desired outcome for target audience, as directed.
3.	Plan and script video and digital based training programs for staff, inmates, news media, and the public utilizing computer software and production experience in order to make efficient use of departmental resources, as needed.
4.	Review video scripts and treatments for content and accuracy utilizing industry standards and CDCR management expectations, as required.
5.	Plan the technical and professional work performed in producing digital/analog and videotaped communications using existing resources and production experience to efficiently and effectively communicate to staff/client, inmates and the public, as directed.
6.	Organize the technical and professional work performed in producing digital/analog and videotaped communications using existing resources and production experience to efficiently and effectively communicate to staff/client, inmates and the public, as directed.
7.	Organize and storyboard video and digital based training programs for staff, inmates, news media, and the public utilizing computer software and production experience in order to efficiently and effectively communicate video messages, as needed.
8.	Select video recording sites to ensure proper environment, taking into consideration client requests, and audio/video requirements utilizing location scouting, as needed.
9.	Direct the technical and professional work performed in producing digital/analog and videotaped communications using existing resources and production experience to efficiently and effectively communicate to staff/client, inmates and the public, as needed.
10.	Direct staff in the production of video and digital based training programs utilizing inter-personal skills and production experience in order to efficiently and effectively communicate video messages, as needed.

Tasks highlighted in bold text are not currently on the SPB classification specification

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11.	Determine proper camera equipment needed to acquire appropriate analog or digital media utilizing existing resources, as needed.
12.	Operate professional level video cameras in order to capture analog and digital video images for use in production using technical knowledge of principles of broadcast level video production on a daily basis.
13.	Determine appropriate microphones for audio recording in conjunction with video acquisition using technical knowledge of principles of broadcast level audio production on a daily basis.
14.	Determine power needs (battery or AC power) to ensure proper operation of camera and lighting equipment utilizing location scouting and power limitations on an as needed basis.
15.	Select appropriate lighting instruments for proper illumination in conjunction with video acquisition using technical knowledge of principles of broadcast level video production on a daily basis.
16.	Interview and select on-camera talents for speaking and non-speaking roles utilizing auditions, past experience and referrals to ensure the effective communication of client(s) message, as needed.
17.	Obtain appropriate narrator(s) for voice-over of video programs utilizing interviews, auditions, past experience and referrals to ensure the effective communication of client(s) message, as needed.
18.	Design and build appropriate backdrops and sets (physical and virtual) for video production utilizing creative design and colors, carpentry techniques, computer software programs, etc., on an as needed basis.
19.	Acquire analog and digital video images into computer based, non-linear editing systems utilizing state of the art video editing software programs to enable the post-production process on a daily basis.
20.	Perform video editing of first rough-draft program for client review utilizing computer based non-linear editing software programs on an as needed basis.

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21.	Review first rough-draft of the video program with client by in-house screening on the editing system or via CD, DVD, videotape or web transmission on a regular basis.
22.	Perform final draft of video program adding in narration, graphics, special effects, and music utilizing computer based non-linear editing software programs on an as needed basis.
23.	Determine the distribution format of finished video production based on client needs utilizing knowledge of industry standards on a daily basis.
24.	Duplicate video programs in requested formats to distribute copies to appropriate entities utilizing videotape and DVD/CD duplication equipment on a regular basis.
25.	Distribute copied video programs in requested formats to appropriate entities utilizing videotape, DVD/CD, web streaming or internet on a regular basis.
26.	Review completed videotaped productions for content and style utilizing industry standards and CDCR management expectations, as required.
27.	Review technical reports to maintain current knowledge and efficiency related to video production and computer based editing software programs using trade magazines, internet, and user groups on an ongoing basis.
28.	Apply proper maintenance techniques to ensure optimal continuous operation of professional broadcast video production equipment utilizing technical maintenance manuals and appropriate tools on a regular basis.
29.	Train others in proper video production techniques utilizing industry standards and equipment in order to maintain production efficiency on an ongoing basis.
30.	Supervise staff in the Department's Television Communications Center using interpersonal skills and production experience to produce video based department communications on a regular basis.
31.	Plan the activities of staff in the Department's Television Communications Center to promote efficiency and productivity using organizational skills and on the job experience on a regular basis.

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32.	Organize the activities of staff in the Department's Television Communications Center to promote efficiency and productivity using organizational skills and on the job experience on a regular basis.
33.	Direct the activities of staff in the Department's Television Communications Center to motivate employee career development using organizational skills and on the job experience on a regular basis.
34.	Propose guidelines for implementing the use of television communications in programs throughout the State to educate and inform staff, inmates, the media and the public using direction from California Department of Corrections and Rehabilitation (CDCR) management.
35.	Develop guidelines for implementing the use of television communications in programs throughout the State to educate and inform staff, inmates, the media and the public using direction from California Department of Corrections and Rehabilitation management.
36.	Evaluate staff performance utilizing approved performance appraisal documentation in order to enhance employee productivity and efficiency on a regular basis.
37.	Arrange required annual staff training utilizing state approved classes and resources in order to comply with departmental guidelines.
38.	Develop the unit's operational budget to meet CDCR goals and objectives utilizing management direction and allotted funds.
39.	Interview and hire employees promoting equal employment opportunity utilizing established state and federal guidelines to maintain a work environment free of discrimination and harassment on a continuous basis.